**Really Useful Day**

**Model User Journey**

**Report child abuse to**

**your council**

**LGSL / IL = 266/0**

Really Useful Days are **free, practical training days for local authorities**, aimed at helping councils improve their digital services.

They involve a mixture of workshops, inspiring talks (often from other councils who talk about their experiences) and the chance for councils to network with each other

They are run regularly across the UK (see a list of future events at [www.localdirect.gov.uk/events/calendar/](http://www.localdirect.gov.uk/events/calendar/)) on different themes, including “Social Media for councils” and “Improving user journeys”.

At the “Improving user journeys” event, local authorities work together in groups, looking at different user journeys. They critique 3 examples of the journey and come up with their own ‘model’ version.

**This is a collection of all the praise, criticism and model journeys**

**groups have come up with for the user journey: “Report child abuse to your council”.**

**Council pages looked at =**

Kent, Lancashire, Southampton

**Report child abuse to your council**

This model journey was worked on in **Llandrindod Wells on 30 July 2013**

(Groups looked at Kent, Southampton and Lancashire websites)

**The Good – what local authority sites should be trying to include**

**Kent**

* Good use of search engine optimisation / keywords
* Good language – user friendly
* Achieved task on first page
* Good use of sub pages
* Good back up in content of 247 help – “discuss worries with you 24/7”
* Active vocabulary
* Different options to contact – phone / email
* Good use of useful links
* Good emergency guidelines
* Liked line that said “No details will be given unless consent is given”

**Southampton**

* Good use of top tasks
* Good advice on reporting emergency = dial 999
* Good use of sub menu

\*\* Mixed feelings with regards to online forms – possibly not appropriate for this service\*\*

**Lancashire**

* Use of useful links (could add more)
* Good use of bullets – explaining possible further action

**The Bad – the pitfalls local authority sites should try to avoid**

**Kent**

* No SLA – no response time on email contact
* No pages / sub page explaining the process / what is abuse in more detail
* Useful links may take users away from reporting – possibly use on sub page?

**Southampton**

* Not user friendly wording – page title and content (not appropriate to public / customers)
* Contact methods referred to but not present – no telephone number
* Online form – pushed to use online form, no other options
* Online form allows for option of no further contact – makes form / report pointless

**Lancashire**

* Took 7 clicks and still can’t report
* First page in the journey was for adult abuse, not child abuse
* On search results, there are 2 choices for child protection – which is best?
* Language isn’t user friendly
* When arrive at contact page –
  + - 3 different contacts
    - no out of hours
    - mentioned referrals (possibly a confusing word for public – jargon)

**A mock-up of a good customer journey:**

**Worried about a child**

**Are you worried about a child?**

* If urgent – call the Police on 999
* Don’t keep it to yourself. The best thing to do is to contact Social Services

**Call / email / do it online**

Phone us on: xxxxxxxxxxxx

Email\* us on: xxxxxxxxxxxxx

Online form:

\*We will respond to your email by phone

**What information will we need to know?**

We will not give your details to anyone else without your consent

We will need to know some details about the child such as:

* where they live
* how old they are
* xxxxx
* etc

**What will happen next?**

Blah blah

**Services**

Home

Children’s social services

Protecting children

Worried about a child

-> What happens next?

-> What is abuse?

**Report concern**

Link to DD form